

SR. UX DESIGNER GENERALIST — COLLABORATION, ETHICS, NEURODIVERSITY

EXPERIENCE

SR. PRODUCT DESIGNER, GFYCAT; PALO ALTO. JUN 2017 — MAY 2018

- Was integral to increasing MAU from 80 million to 180 million by rebranding web and mobile, improving create/upload flow, and integrations with Gmail and Facebook.
- Led two major AR/VR partnerships with Metaverse and a private game company.
- Designed movie trailer to GIF marketing tools for Lionsgate and Warner Bros.
- Raised initial concerns on Deepfakes, which spread to an industry wide discussion and eventual ban from all major tech platforms.
- Coauthored and worked with lawyers to create four pending utility patents.

UX/UI DESIGNER, MEITU; PALO ALTO. MAR 2017 — JUL 2017

- As first UX/UI designer in Meitu America, used cross-cultural empathy and diverse user research to design in China a new “AR glam” digital makeup counter for brands. This filter led revenue across all Meitu filters, helped the app become the highest revenue grossing app in the Meitu family, and was deployed to over 450 million users.
- Materially brought about a more inclusive culture by adding Meitu’s first models of color to products and persuaded the ML team to make a more global facial mesh.
- Objected against choices such as a battered women makeup filter, which led to the cancelling of questionable filters that would have had negative PR consequences. More can be read in a Business Insider article.

STUDENT ADVOCATE, DESIGNLAB UX ACADEMY. NOV 2016 — APR 2017

- Mentored a team of 37 students in the Hadid Cohort.

DESIGN ASSOCIATE, MINTED; SAN FRANCISCO. OCT 2015 — SEP 2016

- Frequently handled difficult orders (celebrities, weddings) due to attention to quality.
- Coached a team of 6 in the Philippines on how to create products to specification.
- Awarded “Liger Award” for “Least amount of re-prints” two months in a row.

CO-FOUNDER, VARIOUS STARTUPS; SAN FRANCISCO MAY 2012 — SEP 2015

- Developed content strategy for a children’s activities app which was then funded by Greylock Partners.
- Finalist at YC Hacks (Final 7 out of 120 teams), interviewed for YC W15 (3% acceptance rate), and won AngelHack SF 2014 with a team of two engineers.
- Started a Summer Camp that taught basic design and HTML/CSS/JS to girls aged 5-12, across two summers.

EDUCATION

DESIGNLAB’S UX ACADEMY; SAN FRANCISCO — CERTIFICATE, 2016

SCHOOL OF THE MUSEUM OF FINE ARTS AT TUFTS; BOSTON — BFA, 2011

RHODE ISLAND SCHOOL OF DESIGN; PROVIDENCE — PRE-COLLEGE, 2006

SKILLS

Paper prototyping, Sketch, Zeplin, inVision, Adobe CC, Keynote to show research, test results, and decks, and some HTML/CSS/JS/Python to communicate with engineers.